

Co-op Academy [Brierley](#) CEIAG Programme

2024-2025

<p>Approved by: Date :</p>	<p>Last reviewed on:</p>	<p>Next review due by:</p>
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Rationale and Vision

Our academy is committed to ensuring all of our students have access to highly impartial careers advice and to a range of employers who can support them in considering their future. To help us do this we align our CEIAG Plan to the Gatsby Benchmarks which have been explicitly referenced throughout the DfE's Careers Strategy (December 2017) the Statutory Guidance for careers (January 2018) and aligns to the delivery of independent careers guidance to year 8-13 pupils in accordance with section 42A of the Education Act 1997. We also have a Provide Access Policy that focuses specifically on technician qualifications and apprenticeships that is available in our "policies" section.

The 8 Gatsby benchmarks are outlined below:

1. A stable careers programme
2. Learning from career and labour market information
3. Addressing the needs of each student
4. Linking curriculum learning to careers
5. Encounters with employers and employees
6. Experience of work places
7. Encounters with further and higher education
8. Personal guidance

The vision for the development of CEIAG across our academy is to provide the very best opportunities to enable our students to make informed and incisive decisions throughout, and beyond, their school life. By using the Gatsby benchmarks as a framework of best practice we have a CEIAG programme that meets the needs of our ever changing cohort of students, providers and labour market landscape. Our plan promotes equality of opportunity, celebrates diversity and challenges stereotypes whilst inspiring, raising aspirations and giving our students an optimistic outlook on life and their place in the world of work. We are always guided by our Coop values:

What matters most is ensuring that our students achieve the best possible outcomes.

Be yourself, always

We bring our best self to work, so that we each contribute a bit of our own unique Co-op difference, and respect others for doing the same.

Show you care

We care about our Co-op, our colleagues, our members, our students, their parents and communities, now and for the future.

Succeed together

Co-operating is what makes us different; we're better and stronger when we work together.

Incorporate Co-op values

Intent

Our CEIAG programme is both bespoke and unique to our academy and is reviewed on an annual basis to meet our students needs based on our monitoring and evaluation processes. We are committed to providing a coherently planned and sequenced programme that reflects our academies context and core values. Our programme is designed to entitle all learners to develop their knowledge, skills, understanding and cultural capital they need to go on to destinations that meet their aspirations and interests. With this in mind we aim:-

- To provide impartial and independent advice for all pupils **(Gatsby Benchmark 1 - 8)**
- To contribute to strategies for raising achievement, especially by increasing motivation, attitude to learning and attendance **(Gatsby 3)**
- To support inclusion, challenge stereotyping and promote equality of opportunity **(Gatsby 3,4)**
- To encourage participation in continued learning including higher education, further education and apprenticeships **(Gatsby 7,8)**
- To develop enterprise and employment skills **(Gatsby 2,3)**
- To provide relevant information and understanding of the wide range of pathways and qualifications available to ensure students make the right choices regarding their post 16 options and hence reduce 'drop out' from and 'course switching' in education and training **(Gatsby 3,5,6,7,8)**
- To contribute to the economic prosperity of individuals and communities **(Gatsby 2,5,7)**
- To meet the needs of all our pupils through appropriate differentiation **(Gatsby 3)**
- To focus students on their future aspirations and opportunities **(Gatsby 3,4,8)**
- To involve parents and carers **(Gatsby 1,2,5,6,7)**

- To support the raising of the participation age and assist with positive destinations for all pupils post 16, 17 and 18 **(Gatsby 1,4,8)**
- To meet the needs of our current cohort of students across each year group **(Gatsby 1,3)**
- To use current LMI to enable students, staff and parents to engage actively with local and national CEIAG information so that they can increase their knowledge and understanding about the world of work. **(Gatsby 1,2,3)**
- To use student's parents, staff feedback to reflect on our current provision in order to develop our future CEIAG programme **(Gatsby 1,2,3)**
- To help students to learn about, and develop, their skills and qualities to instil greater self confidence **(Gatsby 3)**
- To provide additional support to all students (vulnerable groups) **(Gatsby 1-8)**
- All stakeholders have a clear understanding of CEIAG and rationale and vision **(Gatsby 1)**
- To monitor and evaluate current provision in order to ensure our programme is quality assured in line with other curriculum areas **(Gatsby 1)**
- To share best practice with other Co-op academies at network events to ensure reflection and development of own programme **(Gatsby 1)**
- To achieve / work towards a Quality in Careers award in recognition of all that our academy offers **(Gatsby 1)**
- To ensure all students in Years 8-11 have at least two encounters a year linking to potential destinations **(Gatsby 1,4,5,6,7)**
- To help students make informed choices on their next destination and have access to a careers adviser in year 9 and 11. **(Gatsby 1,3,8)**

Implementation

Our programme is taught via bespoke activities, subject curriculum and extracurricular activities, and a wide range of enrichment activities.

CEIAG is delivered by a wide range of providers such as our internal Careers Advisor, teachers and support staff, FE Colleges, visiting speakers, employers and employees. This delivery includes bespoke workshops, assemblies, work visits, work experience, mock interviews, immersion days, careers fairs, step up days and via subject curriculum. Our students are supported and encouraged to explore possible pathways they may take in the future, to ensure they have the very best start in life. Our staff receive regular CPD to support them in embedding employability skills into their subject areas. Our parents can access our academy's website which provides clear links to a range of CEIAG related events and information about local market information (LMI). Parents are also encouraged to attend our CEIAG information evenings and parents evenings.

Pathway	Autumn Term 2024 (linked to BM)	Intended learning outcomes
Informal	STEM activities-problem solving (Basic skills) led by class teacher (Gatsby 1,2,3,4,5,6) Healthcare-Doctors led by class teacher (Gatsby 1,2,3,4,5,6)	Learners to have access to basic skill development to increase communication and independence
Semi-Formal	STEM activities-problem solving led by class teacher (Gatsby 1,2,3,4,5,6) Personal Hygiene- led by class teacher (Gatsby 1,2,3,4,5,6)	Learners to have access to basic skill development to increase communication and independence
Formal	Goal setting-Aspirations led by class teacher (Gatsby 1,3,8)	Learners to develop professional social skills, language and interactions to manage the pressures of interviews.
Additional provision for targeted groups		Parents/carers to have early information on potential destinations for their young people
Staff	Introduction to CEIAG at Co-op Brierley	All staff to understand the importance of the CEIAG curriculum and how it relates to our learners' next steps.

Pathway	Spring Term 2025 (linked to BM)	Intended Learning outcomes
Informal	World of Work Week (WoW) 17th March Important People (Gatsby 1,3)	For learners to experience interactions with important people around school and to explore the WoW through sensory teaching.

Semi-Formal	World of Work Week (WoW) 17th March People who Help Us! (Gatsby 1,3, 4)	For learners to explore the roles of people who help them in school, at home and in the community. Learners have a basic awareness of roles and responsibilities.
Formal	World of Work Week (WoW) 17th March Internal Work Experience (Gatsby 1,3,4,6)	For learners to understand the WoW through internal work experience.
Additional provision for targeted groups	Year 9 to have Career Adviser sessions	All year 9s are to receive bespoke careers advice from our school careers adviser.
Staff		

Pathway	Summer Term 2025 (linked to BM)	Intended learning outcomes
Informal	Enterprise Fair (Gatsby 3,8)	Learners to experience the exchanging of money, learners to create a piece of art to sell to their community.

Semi-Formal	Enterprise Fair (Gatsby 3,8)	Learners to experience basic money handling skills and create a piece of art to sell to their community.
Formal	Enterprise project and Fair (Gatsby 1, 4, 8) Next Choices SEND careers fair (June 2025) (Gatsby 1-8)	Learners to take part in an enterprise project including the planning, creation and selling of items to the local community.
Additional provision for targeted groups	Transition days (any leavers) (Gatsby 3,8)	
Staff		

Possible events;

- Visits to FE College **(Gatsby 1,3,7)**
- Brierley Careers Fair **(Gatsby 1,2,3,5,7,8) 2026**
- Career sector assemblies **(Gatsby 1,2,3,5)**
- Career panels **(Gatsby 1,2,3,5)**
- Career workshops **(Gatsby 1,2,3,5)**

- Workplace visits (all years) **(Gatsby 1,2,3,5,6)**
- Y10 works place visit / experience **(Gatsby 1,2,3,5,6)**
- Curriculum links to employers **(Gatsby 1,2,3,4,5,6)**
- Motivational speakers **(Gatsby 1,2,3,5)**
- Targeted motivational speakers ie challenging stereotypes / SEND **(Gatsby 1,2,3,4,5)**
- CV / job application preparation **(Gatsby 1,2, 3,4,5)**
- Curriculum mapping **(Gatsby 1,2,3,4)**

SEND and other vulnerable groups

All CEIAG opportunities are fully inclusive and are designed to engage with all students. However embedded within our programme are additional events / activities to support our students with SEND such:

- A series of 1 - 1 interviews , parents invited, support assistant available **(Gatsby 1,3)**
- Preparing for the world of work workshops **(Gatsby 1,2,3)**
- Focused enterprise activity sessions **(Gatsby 1,2,3,4)**
- Structured mock interviews **(Gatsby 1,2,3, 5,7)**
- Supported work experience **(Gatsby 1,2,3,5,6)**
- Appropriate KS4 pathways available in curriculum **(Gatsby 1,3,4)**
- Work shadowing **(Gatsby 1,2,3,5,6)**
- Partnerships with employers with a diverse workforce **(Gatsby 1,3, 5)**
- Careers Advisor present at EHCP annual review in KS4 **(Gatsby 1,3,8)**

Staff

- Annual feedback on Compass **(Gatsby 1)**
- Directed time to develop CEIAG in the curriculum **(Gatsby 1,2,3,4,5,7)**
- PSHCE curriculum review **(Gatsby 1,2,3,4)**

Impact

Measuring the impact of our CEIAG programme supports us to develop it on a termly / annual basis and to know that we are making a positive and empowering difference. We value quantitative and qualitative feedback from all stakeholders and ensure our evaluations lead to change / amendments in our future planning. We undertake internal and external quality assurance to ensure our intent and implementation is in-line with our expectations. We measure impact in the following ways:

- Positive destinations data for all-all learners entering FE
- Tracking of Compass over time
- Reduced NEET figures over time - i.e **NEET Figures (Not in Education, Employment or Training)**
- Feedback and evaluation for all events, both quantitative and qualitative
- Increase in attendance/reduction in PA over time
- Increase in progress/attainment over time
- Progress in specific career skills over time for all learners
- Employer/Volunteer/FE Destination engagement increases over time

Destination Data N/A

Useful websites

Links to various FE colleges

Swarthmore College - <https://www.swarthmore.org.uk/>

Camphill College- <https://camphill.ac.uk>

Nacro- <https://www.nacro.org.uk/nacro-services/nacro-education/nacro-education-leeds/>

The Vine- <https://leedscitycollege.ac.uk/campuses/the-vine/>

Pinc College- <https://pinccollege.co.uk/yorkshire-creative-learning-studios/>

Lighthouse future Trust- <https://lighthousefuturetrust.org.uk/>

Leeds College of Building- <https://www.lcb.ac.uk/find-a-course/16-18-school-leavers-courses/bridge-builder-programme/>

Henshaws College- <https://www.henshaws.org.uk/specialist-college/>

Apprenticeships

<https://www.gov.uk/apply-apprenticeship>

<https://www.ucas.com/apprenticeships-in-the-uk>

<https://www.apprenticeships.gov.uk/>

<https://www.prospects.ac.uk/jobs-and-work-experience/apprenticeships>

<https://allaboutapprenticeships.co.uk/>

<https://amazingapprenticeships.com/>

<https://careerfinder.ucas.com/jobs/apprenticeship/>

Careers Games

<https://panjango.com/pages/panjango-online>

<https://icould.com/buzz-quiz/>

Online platforms

www.startprofile.com

www.unifrog.org

www.cascaid.co.uk/xello/

www.grofar.com

Labour Market Information (LMI)

<https://www.lmiforall.org.uk/>

Leeds

<https://www.the-lep.com/research-and-publications/research-publications-archive/leeds-city-region-labour-market-information-report-20182019/>

Futuregoals.co.uk

Provide careers inspiration to help you make that important next steps to reach your FutureGoals. Creative Industries, Digital , Manufacturing and Engineering, Construction, Professional services and Health and Social Care are all key sectors for Leeds City Region.

<https://futuregoals.co.uk/careerstarters/> Our way of living has changed quite a lot recently. Now, more than ever, it's really important to keep our brains active and challenged. Without the daily structures that we're used to, self-motivation is a really vital skill that we need to nurture and develop.

www.futuregoals.co.uk/remote

FutureGoals Remote tests your communication and planning skills, it develops your creative thinking and challenges you to think outside of the box. You will tackle activities that help you to problem solve, become innovative and step into a range of different career sectors. These resources have been designed to help you learn skills that local employers are looking for such as; communication, planning and research, problem solving, creativity, organisation and self-reflection FutureGoals Remote resources - "Create it!" -

Other

<https://nationalcareers.service.gov.uk/> (provides information, advice and guidance to help you make decisions on learning, training and work)

<https://www.careersbox.co.uk/> (A great source of up to the minute job profile films)

<https://icould.com/> (Career videos to find out about a wide range of careers and opportunities. Take the Buzz Quiz – it's great fun!)

<https://www.gov.uk/government/publications/careers-of-the-future> (what does the future hold!)

<https://successatschool.org/> (Young people to explore careers, search top employers, latest jobs, courses and advice)

<https://www.notgoingtouni.co.uk/> (opportunities if you decide university is not for you)

<https://uk.job-applications.com/> (has useful videos, demonstrating how to complete the online applications, as well as providing detailed information on salaries and interviews. Applications forms can be printed off directly from this site.)

<http://www.talkingjobs.net/> (An online video player that delivers a series of career case studies)

<https://www.skillsbuilder.org/homelearning> (Everyone needs eight essential skills to succeed- Skills builder provides a range of resources for building these skills in a home setting - all underpinned by the Skills Builder Framework. Resources are available for learners aged 4 to 20+)

<https://www.thewowshow.org/students/> (The WOW Show (World of Work) - The WOW Show is a live online channel creating real-life encounters with the world of work to inspire young people about their futures. Have a look at some of the recordings and find out about any careers you are considering for your future.

<https://fledglink.com/> (This free app for students aged 13+ allows students to complete a digital CV and matches them with jobs, apprenticeships and other suitable opportunities.)

<https://www.speakersforschools.org/experience-2/vwex/> (Speakers for schools - virtual work experiences Working with over 50 leading employers across industries)

<https://www.healthcareers.nhs.uk/> (Careers in Health Professions – Make a difference with a career in health. Get all the information you need to take the next step in your career)

Parents

<https://targetcareers.co.uk/parents-and-teachers>

<https://careerready.org.uk/parents>

<https://www.careeralchemy.co.uk/choosing-career-paths.html>